

ROGER BRESKE

STATE SENATOR

12th District



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Telecommunications
Division

Capitol Address:
State Capitol, South Wing
P.O. Box 7882
Madison, WI 53707-7882
(608) 266-2509

Toll Free:
1 (800) 334-8773

Home Address:
8800 Hwy. 29
Eland, WI 54427
(715) 454-6575

E-Mail Address:
Sen.Breske@legis.state.wi.us

Public Service Commission of Wisconsin
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November 2, 2007

Wisconsin Public Service Commission
Attn: Ms. Sandra J. Paske, Secretary to the Commission
PO Box 7854
610 N. Whitney Way
Madison, Wisconsin 53707-7854

Dear Commissioners,

I am writing regarding the proposed relief alternatives for the 715 area code. Due to the fact that there is a finite supply of telephone numbers with the 715 prefix, I understand that change is necessary. However, any course of action chosen by the Public Service Commission will obviously have long term consequences for the people and businesses of the Northwoods. With these considerations in mind, I would like to offer my strong support to keep the Northwoods within the 715 area code. Further I would ask the commission to consider granting new area codes to all cellular phones, and keeping the current land line phone numbers the same.

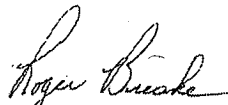
I appreciate the fact that the affected public had an opportunity to attend meetings and express their opinions on the changes. In meeting with PSC representatives in Niagara, it was clear that the local telephone company supports a change to cell phone subscribers area codes, thereby releasing many of the newly assigned numbers. As cell phones by their nature are mobile locations, to me it's a no-brainer decision to reassign those customers a new area code.

As all of you know, a number of large businesses are located in the Northwoods, including Marshfield Clinic, Sentry Insurance, Harley Davidson, Stora Enso, Packaging Corporation of America (PCA), as well as many tourist attractions and the hospitality industry, which are the lifeblood of our economy. Businesses forced to change their area codes will obviously incur a number of large expenses, which in turn could have a number of negative consequences on our communities as a whole. A change in area code would also force the towns and cities in my district to incur additional expenses. In addition to local businesses and governments, a number of residents in our districts have had the 715 prefix for many years. An area code change would undoubtedly cause them undue hardship.

Lastly, and perhaps most importantly, Northern Wisconsin is home to a high concentration of senior citizens and low-income residents. An area code change could potentially cause a great deal of confusion for these residents.

Thank you very much for your time and attention to this matter. If you have any questions, or should you require any additional information, please do not hesitate to contact me.

Sincerely,

A handwritten signature in cursive script, appearing to read "Roger Breske".

ROGER BRESKE

State Senator, 12th District

RB/kpb